



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates  
3050 K Street NW  
Washington, DC 20007

## Contract # 325182

### Schedule Dates

10/30/12-11/05/12

### Advertiser

Pol/B Obama/D/Pre/US (16256)

### Agency

Greer, Margolis, Mitchell & Associates (2890)

### Product

Political - Federal Candidate (1067)

### Brand

1537/OBAMA FOR AMERICA (134149)

### Salesperson

Telerep/Philadelphia, Philadelphia (1057)

### Sales Office

Telerep/Philadelphia

### Buyer Name

BASSETT, LAURA

### Phone/Fax

/

### Date Entered

08/02/12

### Last Modified

10/29/12

### Entered By

Jill Hipskind

### CO-OP

No

### Headline #

06260369

### Demo

Normal

### Order Type

Normal

### Package Deal

### Commission %

15.00

### Commission

\$14,317.50

### Net Total

\$81,132.50

### Sales Tax

### Billing Type

Standard

### Comments

OBAMA FOR AMERICA

### Charlotte (WSOC)

By Broadcast Month

Nov. 2012

Grand Total:

### Spots

58

### Rate

\$95,450.00

### Spots

58

### Rate

\$95,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / Spot	10/30/12-11/02/12	5	:30	5A-5:30A (EST)	2	X	X	X	X	X			2	\$425.00	\$850.00	Charlotte (WSOC)		10/29/12
2.1	Normal Line / Spot	10/30/12-11/02/12	4	:30	6A-6:30A (EST)	3	X	X	X	X	X			3	\$1,175.00	\$3,525.00	Charlotte (WSOC)		10/29/12
3.1	Normal Line / Spot	10/30/12-11/02/12	4	:30	7A-8A (EST)	4	X	X	X	X	X			4	\$1,075.00	\$4,300.00	Charlotte (WSOC)		10/29/12
4.1	Normal Line / Spot	11/03/12-11/03/12	5	:30	6A-7A (EST)	1						1		1	\$300.00	\$300.00	Charlotte (WSOC)		10/29/12
8.1	Normal Line / Spot	10/30/12-11/02/12	5	:30	9A-10A (EST)	2	X	X	X	X	X			2	\$375.00	\$750.00	Charlotte (WSOC)		10/29/12
9.1	Normal Line / Spot	10/30/12-11/02/12	5	:30	10A-11A (EST)	3	X	X	X	X	X			3	\$375.00	\$1,125.00	Charlotte (WSOC)		10/29/12
11.1	Normal Line / Spot	10/30/12-11/02/12	5	:30	12P-1P (EST)	2	X	X	X	X	X			2	\$375.00	\$750.00	Charlotte (WSOC)		10/29/12
14.1	Normal Line / Spot	10/30/12-11/02/12	5	:30	3P-4P (EST)	2	X	X	X	X	X			2	\$375.00	\$750.00	Charlotte (WSOC)		10/29/12
15.1	Normal Line / Spot	10/30/12-11/02/12	5	:30	4P-5P (EST)	2	X	X	X	X	X			2	\$825.00	\$1,650.00	Charlotte (WSOC)		10/29/12
16.1	Normal Line / Spot	10/30/12-11/02/12	4	:30	5P-5:30P (EST)	3	X	X	X	X	X			3	\$1,200.00	\$3,600.00	Charlotte (WSOC)		10/29/12
17.1	Normal Line / Spot	10/30/12-11/02/12	4	:30	5:30P-6P (EST)	2	X	X	X	X	X			2	\$1,300.00	\$2,600.00	Charlotte (WSOC)		10/29/12
18.1	Normal Line / Spot	10/30/12-11/02/12	4	:30	6P-6:30P (EST)	3	X	X	X	X	X			3	\$1,500.00	\$4,500.00	Charlotte (WSOC)		10/29/12
21.1	Normal Line / Spot	10/30/12-11/02/12	3	:30	6:58P-7:30P (EST)	2	X	X	X	X	X			2	\$1,600.00	\$3,200.00	Charlotte (WSOC)		10/29/12
22.1	Normal Line / Spot	10/30/12-11/02/12	3	:30	7:30P-7:56P (EST)	3	X	X	X	X	X			3	\$1,600.00	\$4,800.00	Charlotte (WSOC)		10/29/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates  
3050 K Street NW  
Washington, DC 20007

# Contract # 325182

**Schedule Dates** 10/30/12-11/05/12  
**Advertiser** Pol/B Obama/D/Pre/US (16256)  
**Agency** Greer, Margolis, Mitchell & Associates (2890)  
**Product** Political - Federal Candidate (1067)  
**Brand** 1537/OBAMA FOR AMERICA (134149)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** BASSETT, LAURA  
**Phone/Fax** /

**Date Entered** 08/02/12  
**Last Modified** 10/29/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06260369  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$14,317.50  
**Net Total** \$81,132.50  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  
Nov. 2012 58 \$95,450.00  
**Grand Total:** 58 \$95,450.00

**Billing Type** Standard  
**Comments** OBAMA FOR AMERICA

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
23.1	Normal Line / Spot	10/30/12-11/01/12	4	:30	11:35P- 12:02A (EST)	3		X	X	X				3	\$700.00	\$2,100.00	Charlotte (WSOC)		10/29/12
24.1	Normal Line / Spot	11/05/12-11/05/12	5	:30	8P- 10P (EST)	1	1							1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		10/29/12
25.1	Normal Line / Spot	11/05/12-11/05/12	5	:30	10P- 11P (EST)	1	1							1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		10/29/12
27.1	Normal Line / Spot	10/30/12-10/30/12	5	:30	10P- 11P (EST)	1	1							1	\$5,600.00	\$5,600.00	Charlotte (WSOC)		10/29/12
28.1	Normal Line / Spot	10/31/12-10/31/12	5	:30	8:30P- 9P (EST)	1		1						1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		10/29/12
29.1	Normal Line / Spot	10/31/12-10/31/12	5	:30	9P- 9:30P (EST)	1		1						1	\$7,500.00	\$7,500.00	Charlotte (WSOC)		10/29/12
32.1	Normal Line / Spot	11/01/12-11/01/12	5	:30	9P- 10P (EST)	1			1					1	\$6,500.00	\$6,500.00	Charlotte (WSOC)		10/29/12
34.1	Normal Line / Spot	11/02/12-11/02/12	5	:30	8P- 9P (EST)	1				1				1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/29/12
36.1	Normal Line / Spot	11/02/12-11/02/12	5	:30	10P- 11P (EST)	1					1			1	\$3,700.00	\$3,700.00	Charlotte (WSOC)		10/29/12
37.1	Normal Line / Spot	11/04/12-11/04/12	5	:30	7P- 8P (EST)	1						1		1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		10/29/12
39.1	Normal Line / Spot	11/04/12-11/04/12	5	:30	9P- 10P (EST)	1							1	1	\$6,500.00	\$6,500.00	Charlotte (WSOC)		10/29/12
40.1	Normal Line / Spot	10/30/12-11/04/12	4	:30	11P- 11:35P (EST)	3		X	X	X	X	X	X	3	\$1,200.00	\$3,600.00	Charlotte (WSOC)		10/29/12
51.1	Normal Line / Spot	11/05/12-11/05/12	4	:30	11:35P- 12:02A (EST)	1	X							1	\$700.00	\$700.00	Charlotte (WSOC)		10/29/12
56.0	Normal Line / Long	10/30/12-11/02/12	4	:30	6:30A- 7A (EST)	2		X	X	X	X			2	\$1,175.00	\$2,350.00	Charlotte (WSOC)		10/29/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates  
3050 K Street NW  
Washington, DC 20007

<b>Contract #</b>	<b>325182</b>	<b>Date Entered</b>	08/02/12
<b>Schedule Dates</b>	10/30/12-11/05/12	<b>Last Modified</b>	10/29/12
<b>Advertiser</b>	Pol/B Obama/D/Pre/US (16256)	<b>Entered By</b>	Jill Hipskind
<b>Agency</b>	Greer, Margolis, Mitchell & Associates (2890)	<b>CO-OP</b>	No
<b>Product</b>	Political - Federal Candidate (1067)	<b>Headline #</b>	06260369
<b>Brand</b>	1537/OBAMA FOR AMERICA (134149)	<b>Oemo</b>	
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Order Type</b>	Normal
<b>Sales Office</b>	Telerep/Philadelphia	<b>Package Deal</b>	
<b>Buyer Name</b>	BASSETT, LAURA	<b>Commission %</b>	15.00
<b>Phone/Fax</b>	/	<b>Commission</b>	\$14,317.50
<b>CPE</b>	95/107/1537	<b>Net Total</b>	\$81,132.50
<b>Account Types</b>	National/Political	<b>Sales Tax</b>	
<b>Billing Type</b>	Standard		
<b>Comments</b>	OBAMA FOR AMERICA		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Nov. 2012	58	\$95,450.00
<b>Grand Total:</b>	<b>58</b>	<b>\$95,450.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
57.0	Normal Line / Long	10/30/12-11/02/12	4	:30	8A-9A (EST)	4		X	X	X	X			4	\$975.00	\$3,900.00	Charlotte (WSOC)		10/29/12
58.0	Normal Line / Long	11/03/12-11/03/12	6	:30	7A-8A (EST)	1						X		1	\$300.00	\$300.00	Charlotte (WSOC)		10/29/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.